

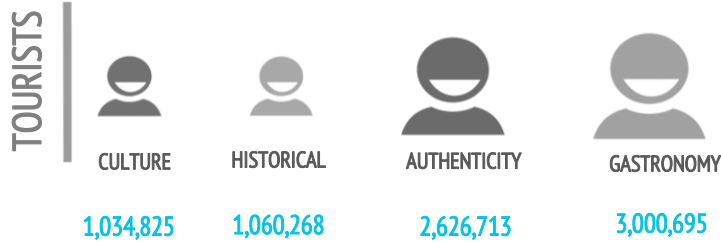
PROFILE OF TOURIST BY ASPECTS INFLUENCING THE DESTINATION CHOICE (2019)

CULTURE

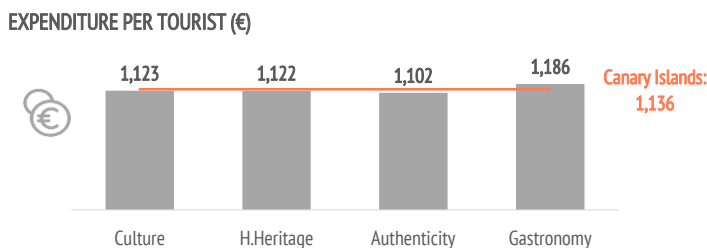
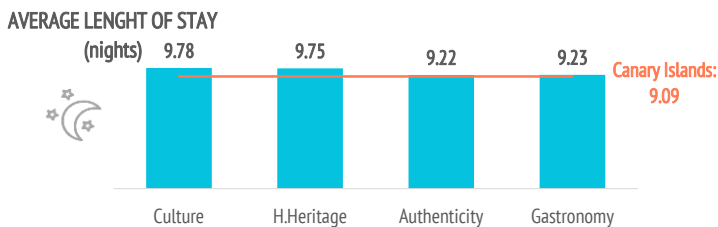
How many are they and how much do they spend?



	Culture	H.Heritage	Authenticity	Gastronomy	Total
TOURISTS					
Tourist arrivals > 15 years old (EGT)	1,034,825	1,060,268	2,626,713	3,000,695	13,271,035
- book holiday package	534,950	539,887	1,357,244	1,624,769	7,426,022
- do not book holiday package	499,875	520,381	1,269,469	1,375,926	5,845,014
- % tourists who book holiday package	51.7%	50.9%	51.7%	54.1%	56.0%
Share of total tourist	8.0%	8.2%	20.3%	23.2%	100%



	Culture	H.Heritage	Authenticity	Gastronomy	Total
Expenditure per tourist (€)	1,123	1,122	1,102	1,186	1,136
- book holiday package	1,288	1,308	1,250	1,308	1,268
- holiday package	1,011	1,034	1,005	1,054	1,031
- others	276	274	246	254	237
- do not book holiday package	946	930	943	1,042	967
- flight	269	257	264	272	263
- accommodation	283	282	296	328	321
- others	394	391	383	442	383
Average length of stay	9.78	9.75	9.22	9.23	9.09
- book holiday package	9.23	9.22	8.62	8.70	8.64
- do not book holiday package	10.37	10.30	9.85	9.86	9.68
Average daily expenditure (€)	130.9	131.4	133.4	142.2	138.9
- book holiday package	150.4	153.1	154.1	159.2	155.4
- do not book holiday package	110.1	109.0	111.3	122.1	117.9
Total turnover (> 15 years old) (€m)	1,162	1,190	2,894	3,558	15,070
- book holiday package	689	706	1,697	2,125	9,416
- do not book holiday package	473	484	1,196	1,433	5,655



Importance of each factor in the destination choice



	Culture	H.Heritage	Authenticity	Gastronomy	Total
Climate	82.2%	81.1%	82.9%	85.5%	78.4%
Safety	76.8%	74.0%	75.0%	75.5%	51.9%
Tranquility	75.0%	72.9%	75.3%	69.6%	47.6%
Sea	64.1%	62.5%	58.6%	55.7%	44.4%
Accommodation supply	65.3%	62.7%	55.9%	60.2%	42.9%
Beaches	55.8%	52.3%	50.4%	48.6%	37.7%
Price	57.6%	53.5%	60.6%	52.7%	37.4%
European belonging	57.6%	58.2%	58.3%	50.8%	36.1%
Effortless trip	57.7%	54.1%	54.7%	61.2%	35.2%
Environment	69.6%	69.8%	60.8%	49.8%	33.2%
Landscapes	71.1%	74.7%	59.3%	45.3%	33.1%
Gastronomy	52.6%	48.7%	42.9%	100%	23.2%
Fun possibilities	55.6%	43.7%	36.8%	33.2%	21.1%
Authenticity	59.6%	58.3%	100%	37.5%	20.3%
Exoticism	35.8%	32.8%	41.9%	21.0%	11.4%
Hiking trail network	28.3%	30.1%	19.3%	13.8%	9.6%
Shopping	30.0%	25.8%	18.9%	22.4%	9.4%
Historical heritage	64.8%	100%	23.5%	17.2%	8.2%
Culture	100%	63.2%	23.5%	18.1%	8.0%
Nightlife	25.4%	20.5%	15.3%	15.2%	8.0%

Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important") by the tourists who indicate that the factor is "very important" in their choice.

What is the main motivation for their holidays?



	Culture	H.Heritage	Authenticity	Gastronomy	Total
Rest	44.9%	43.3%	48.8%	56.4%	55.5%
Enjoy family time	13.7%	13.1%	13.5%	14.6%	14.4%
Have fun	10.5%	8.2%	9.3%	8.7%	8.6%
Explore the destination	27.3%	31.6%	24.8%	17.2%	17.8%
Practice their hobbies	1.5%	1.5%	1.8%	1.6%	1.9%
Other reasons	2.1%	2.3%	1.8%	1.5%	1.8%

EXPLORE THE DESTINATION

CANARY ISLANDS: 17.8%



How far in advance do they book their trip?



	Culture	H.Heritage	Authenticity	Gastronomy	Total
The same day	1.2%	0.8%	0.9%	0.9%	0.7%
Between 1 and 30 days	24.8%	25.2%	24.4%	23.0%	23.8%
Between 1 and 2 months	21.8%	22.2%	22.9%	22.1%	22.8%
Between 3 and 6 months	30.2%	30.9%	31.5%	32.6%	32.7%
More than 6 months	21.9%	20.8%	20.3%	21.4%	20.0%

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who indicate that these factors is "very important" in their choice.

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.

PROFILE OF TOURIST BY ASPECTS INFLUENCING THE DESTINATION CHOICE (2019)

CULTURE

What channels did they use to get information about the trip?

	Culture	H.Heritage	Authenticity	Gastronomy	Total
Previous visits to the Canary Islands	47.5%	46.9%	48.5%	55.4%	51.9%
Friends or relatives	30.8%	29.6%	30.8%	28.9%	27.1%
Internet or social media	50.6%	49.0%	53.7%	53.1%	54.7%
Mass Media	2.8%	2.8%	2.5%	1.7%	1.6%
Travel guides and magazines	10.3%	11.4%	10.0%	8.2%	8.4%
Travel Blogs or Forums	7.8%	7.7%	7.7%	6.3%	5.7%
Travel TV Channels	1.1%	1.5%	1.1%	0.9%	0.8%
Tour Operator or Travel Agency	21.0%	21.2%	20.8%	22.0%	22.6%
Public administrations or similar	0.8%	0.9%	0.4%	0.4%	0.4%
Others	2.7%	3.0%	2.4%	2.3%	2.4%

* Multi-choice question

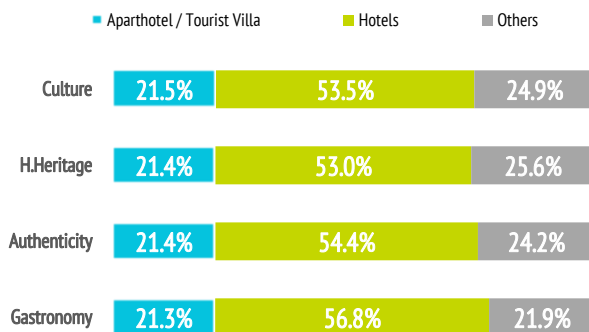
With whom did they book their flight and accommodation?

	Culture	H.Heritage	Authenticity	Gastronomy	Total
Flight					
- Directly with the airline	47.5%	47.0%	46.7%	45.4%	42.9%
- Tour Operator or Travel Agency	52.5%	53.0%	53.3%	54.6%	57.1%
Accommodation					
- Directly with the accommodation	34.1%	35.3%	33.9%	32.5%	31.5%
- Tour Operator or Travel Agency	65.9%	64.7%	66.1%	67.5%	68.5%

Where do they stay?

	Culture	H.Heritage	Authenticity	Gastronomy	Total
1-2-3* Hotel	11.3%	10.1%	10.4%	10.0%	11.5%
4* Hotel	35.2%	35.5%	35.8%	35.8%	37.6%
5* Hotel / 5* Luxury Hotel	7.1%	7.4%	8.2%	10.9%	9.0%
Aparthotel / Tourist Villa	21.5%	21.4%	21.4%	21.3%	22.5%
House/room rented in a private dwel	6.5%	7.4%	7.4%	6.0%	5.9%
Private accommodation (1)	10.9%	11.3%	9.3%	9.5%	7.2%
Others (Cottage, cruise, camping,...)	7.6%	6.9%	7.5%	6.4%	6.3%

(1) Own property / House of friends or relatives / Free housing exchange / Other private accommodation.



What do they book?

	Culture	H.Heritage	Authenticity	Gastronomy	Total
Room only	28.2%	28.5%	29.4%	28.3%	27.9%
Bed and Breakfast	12.4%	12.7%	11.5%	13.6%	12.4%
Half board	20.4%	23.0%	20.7%	21.3%	21.2%
Full board	4.9%	4.8%	4.2%	3.5%	3.6%
All inclusive	34.0%	31.0%	34.2%	33.2%	34.9%

Other expenses

	Culture	H.Heritage	Authenticity	Gastronomy	Total
Restaurants or cafes	58.3%	59.1%	58.7%	61.9%	59.1%
Supermarkets	51.0%	51.0%	52.4%	50.6%	52.1%
Car rental	29.0%	32.4%	30.0%	25.6%	26.3%
Organized excursions	24.9%	25.5%	23.9%	20.2%	20.6%
Taxi, transfer, chauffeur service	43.4%	40.1%	44.3%	48.8%	50.0%
Theme Parks	8.2%	8.1%	7.6%	7.2%	7.5%
Sport activities	5.2%	4.5%	5.2%	5.2%	5.7%
Museums	8.3%	9.0%	6.3%	4.6%	4.6%
Flights between islands	5.8%	5.6%	5.9%	4.6%	4.4%

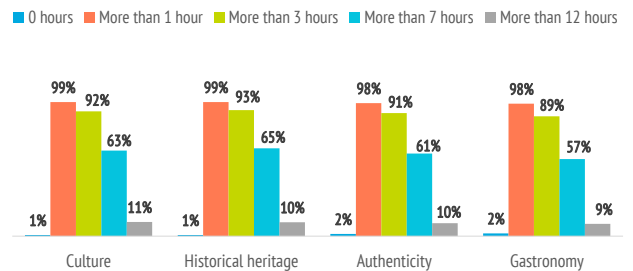
CAR RENTAL



Activities in the Canary Islands

Outdoor time per day	Culture	H.Heritage	Authenticity	Gastronomy	Total
0 hours	0.9%	0.8%	1.6%	2.1%	2.1%
1 - 2 hours	6.8%	6.0%	7.4%	9.3%	9.8%
3 - 6 hours	29.0%	28.2%	29.9%	31.6%	32.6%
7 - 12 hours	52.8%	54.6%	51.5%	47.9%	47.1%
More than 12 hours	10.5%	10.3%	9.6%	9.1%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Culture	H.Heritage	Authenticity	Gastronomy	Total
Walk, wander	71.9%	71.7%	71.6%	70.0%	69.8%
Beach	69.3%	66.4%	69.4%	66.0%	66.3%
Swimming pool, hotel facilities	54.0%	51.1%	55.9%	58.0%	58.2%
Explore the island on their own	54.9%	57.2%	52.9%	45.8%	45.2%
Taste Canarian gastronomy	33.1%	33.6%	30.5%	32.9%	24.2%
Organized excursions	21.1%	22.2%	19.5%	16.0%	16.9%
Nightlife / concerts / shows	19.4%	16.0%	17.2%	17.8%	15.5%
Theme parks	17.3%	17.5%	16.1%	14.3%	14.1%
Sport activities	13.4%	12.3%	14.2%	13.3%	13.4%
Wineries / markets / popular festi	18.6%	19.5%	15.2%	14.0%	11.6%
Sea excursions / whale watching	14.3%	14.2%	13.0%	11.7%	11.1%
Nature activities	13.9%	14.5%	13.7%	10.2%	10.4%
Museums / exhibitions	20.9%	22.3%	14.8%	10.2%	10.1%
Activities at sea	12.9%	12.4%	11.4%	10.0%	10.0%
Beauty and health treatments	7.2%	6.4%	6.3%	6.2%	5.4%
Astronomical observation	4.7%	5.5%	4.6%	4.2%	3.5%

* Multi-choice question

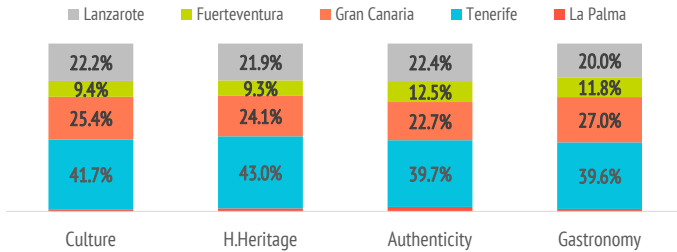
PROFILE OF TOURIST BY ASPECTS INFLUENCING THE DESTINATION CHOICE (2019)

CULTURE

Which island do they choose?

Tourists (> 15 years old)	Culture	H.Heritage	Authenticity	Gastronomy	Total
Lanzarote	227,996	229,980	580,866	597,004	2,521,668
Fuerteventura	96,785	97,131	324,664	352,719	1,659,115
Gran Canaria	260,382	252,739	590,794	804,291	3,698,127
Tenerife	427,388	451,490	1,031,969	1,179,939	5,040,382
La Palma	12,770	18,436	69,830	44,207	235,409

SHARE OF TOURISTS BY ISLAND



How many islands do they visit during their trip?

	Culture	H.Heritage	Authenticity	Gastronomy	Total
One island	88.6%	88.4%	89.2%	90.7%	91.4%
Two islands	9.3%	9.5%	9.1%	7.9%	7.2%
Three or more islands	2.0%	2.1%	1.7%	1.4%	1.4%

Internet usage during their trip

	Culture	H.Heritage	Authenticity	Gastronomy	Total
Research					
- Tourist package	16.6%	15.5%	14.4%	13.7%	14.8%
- Flights	13.7%	12.2%	12.1%	12.3%	13.0%
- Accommodation	17.1%	15.6%	15.7%	16.2%	16.9%
- Transport	17.4%	16.4%	16.2%	14.5%	15.7%
- Restaurants	30.6%	29.8%	29.0%	31.0%	28.4%
- Excursions	29.5%	27.7%	27.1%	25.8%	26.2%
- Activities	31.4%	30.5%	30.2%	29.4%	30.1%
Book or purchase					
- Tourist package	37.2%	37.0%	37.7%	39.6%	39.4%
- Flights	66.4%	67.1%	68.1%	69.0%	66.7%
- Accommodation	54.8%	56.2%	57.1%	57.7%	57.3%
- Transport	48.4%	48.9%	49.5%	48.6%	47.6%
- Restaurants	16.4%	15.3%	15.6%	17.6%	12.1%
- Excursions	19.2%	19.0%	17.5%	15.0%	13.0%
- Activities	21.9%	21.1%	19.5%	16.5%	14.7%

* Multi-choice question

Internet usage in the Canary Islands	Culture	H.Heritage	Authenticity	Gastronomy	Total
Did not use the Internet	8.7%	9.8%	8.4%	8.2%	8.3%
Used the Internet	91.3%	90.2%	91.6%	91.8%	91.7%
- Own Internet connection	37.1%	37.6%	38.9%	35.9%	37.4%
- Free Wifi connection	33.8%	33.6%	35.3%	39.5%	39.5%
Applications*					
- Search for locations or maps	66.2%	67.7%	65.9%	60.9%	61.7%
- Search for destination info	46.1%	46.4%	46.5%	45.4%	44.8%
- Share pictures or trip videos	57.8%	56.2%	58.4%	57.3%	56.0%
- Download tourist apps	8.8%	8.9%	8.1%	7.9%	7.0%
- Others	17.1%	16.7%	18.4%	21.5%	22.6%

* Multi-choice question

Share by islands

	Culture	H.Heritage	Authenticity	Gastronomy	Total
Lanzarote	22.2%	21.9%	22.4%	20.0%	19.2%
Fuerteventura	9.4%	9.3%	12.5%	11.8%	12.6%
Gran Canaria	25.4%	24.1%	22.7%	27.0%	28.1%
Tenerife	41.7%	43.0%	39.7%	39.6%	38.3%
La Palma	1.2%	1.8%	2.7%	1.5%	1.8%

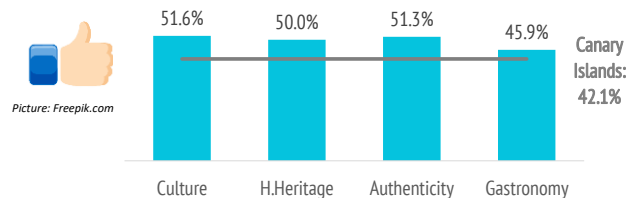
How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Culture	H.Heritage	Authenticity	Gastronomy	Total
Average rating	9.02	9.02	9.05	8.92	8.70

Experience in the Canary Islands	Culture	H.Heritage	Authenticity	Gastronomy	Total
Worse or much worse than expected	2.4%	2.4%	2.1%	2.4%	2.3%
Lived up to expectations	46.0%	47.5%	46.6%	51.7%	55.6%
Better or much better than expected	51.6%	50.0%	51.3%	45.9%	42.1%

Future intentions (scale 1-10)	Culture	H.Heritage	Authenticity	Gastronomy	Total
Return to the Canary Islands	9.03	9.03	9.06	8.99	8.73
Recommend visiting the Canary Islands	9.26	9.27	9.30	9.18	8.95

EXPERIENCE IN THE CANARY ISLANDS: BETTER OR MUCH BETTER THAN EXPECTED



RETURN TO THE CANARY ISLANDS

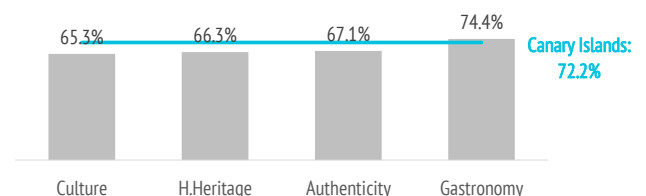
CANARY ISLANDS: 8.73



How many are loyal to the Canary Islands?

	Culture	H.Heritage	Authenticity	Gastronomy	Total
Repeat tourists	65.3%	66.3%	67.1%	74.4%	72.2%
Repeat tourists (last 5 years)	60.3%	61.2%	62.2%	68.7%	66.7%
Repeat tourists (last 5 years) (5 or more)	18.1%	18.7%	18.6%	22.1%	19.5%
At least 10 previous visits	17.4%	17.6%	17.0%	21.3%	18.6%

REPEAT TOURISTS



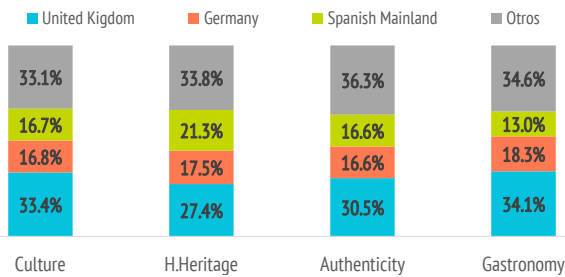
PROFILE OF TOURIST BY ASPECTS INFLUENCING THE DESTINATION CHOICE (2019)

CULTURE

Where are they from?



	Culture	H.Heritage	Authenticity	Gastronomy	Total
United Kingdom	33.4%	27.4%	30.5%	34.1%	32.5%
Germany	16.8%	17.5%	16.6%	18.3%	18.0%
Spanish Mainland	16.7%	21.3%	16.6%	13.0%	13.3%
Netherlands	1.8%	1.5%	2.4%	2.5%	3.9%
France	5.4%	7.3%	6.0%	3.2%	3.9%
Ireland	4.2%	3.2%	4.0%	4.3%	3.7%
Sweden	1.8%	1.6%	2.0%	2.8%	3.4%
Italy	3.8%	3.9%	3.7%	2.7%	3.1%
Norway	1.3%	1.4%	0.8%	2.2%	2.8%
Belgium	1.9%	2.6%	2.8%	2.8%	2.7%
Poland	2.7%	2.1%	4.3%	3.0%	2.2%
Denmark	0.7%	0.6%	0.9%	1.3%	1.9%
Switzerland	1.1%	1.3%	1.9%	2.5%	1.8%
Finland	0.5%	1.0%	0.4%	1.0%	1.6%
Austria	0.5%	0.4%	0.8%	0.8%	0.6%
Russia	1.1%	1.0%	0.9%	0.7%	0.6%
Portugal	0.4%	0.5%	0.4%	0.3%	0.5%
Others	5.7%	5.5%	5.1%	4.4%	3.6%



Who do they come with?



	Culture	H.Heritage	Authenticity	Gastronomy	Total
Unaccompanied	10.8%	11.5%	10.2%	8.7%	9.6%
Only with partner	46.2%	47.6%	47.2%	50.6%	48.1%
Only with children (< 13 years old)	5.7%	6.0%	5.7%	5.0%	5.6%
Partner + children (< 13 years old)	5.3%	5.4%	5.9%	5.7%	6.5%
Other relatives	11.1%	10.1%	10.6%	9.8%	9.3%
Friends	6.3%	5.4%	6.5%	6.2%	6.4%
Work colleagues	0.2%	0.3%	0.1%	0.1%	0.5%
Organized trip	0.4%	0.4%	0.2%	0.2%	0.3%
Other combinations ⁽¹⁾	14.0%	13.2%	13.5%	13.7%	13.7%

(1) Different situations have been isolated

Tourists with children	Culture	H.Heritage	Authenticity	Gastronomy	Total
- Between 0 and 2 years old	1.1%	1.1%	1.3%	1.5%	1.6%
- Between 3 and 12 years old	14.5%	14.0%	14.9%	13.4%	14.8%
- Between 0 -2 and 3-12 years old	1.7%	1.5%	1.4%	1.3%	1.4%

Tourists without children	Culture	H.Heritage	Authenticity	Gastronomy	Total
Tourists without children	82.6%	83.4%	82.4%	83.8%	82.3%
Group composition:					
- 1 person	14.6%	15.1%	14.0%	12.1%	13.2%
- 2 people	54.4%	54.9%	54.6%	56.8%	55.1%
- 3 people	11.3%	12.1%	11.9%	11.7%	12.0%
- 4 or 5 people	16.0%	14.8%	16.4%	16.3%	16.3%
- 6 or more people	3.8%	3.1%	3.0%	3.2%	3.5%
Average group size:	2.51	2.46	2.51	2.52	2.54

Who are they?



	Culture	H.Heritage	Authenticity	Gastronomy	Total
Gender					
Men	43.7%	45.6%	43.4%	46.2%	48.6%
Women	56.3%	54.4%	56.6%	53.8%	51.4%
Age					
Average age (tourist > 15 years old)	45.3	47.3	45.4	47.5	47.1
Standard deviation	15.4	15.3	15.3	15.4	15.4
Age range (> 15 years old)					
16 - 24 years old	9.2%	6.4%	8.7%	6.8%	7.3%
25 - 30 years old	12.5%	11.0%	12.9%	10.8%	10.9%
31 - 45 years old	29.9%	29.1%	29.3%	27.4%	28.0%
46 - 60 years old	28.3%	31.1%	30.2%	32.3%	31.8%
Over 60 years old	20.2%	22.4%	18.9%	22.7%	22.1%
Occupation					
Salaried worker	54.0%	52.8%	54.9%	53.7%	55.0%
Self-employed	13.3%	13.0%	12.5%	11.8%	11.5%
Unemployed	1.6%	1.5%	1.5%	1.3%	1.1%
Business owner	8.2%	8.5%	8.9%	9.8%	9.4%
Student	4.3%	3.6%	4.3%	3.3%	3.5%
Retired	16.9%	18.8%	16.0%	18.6%	17.9%
Unpaid domestic work	0.7%	0.6%	0.8%	0.6%	0.8%
Others	1.0%	1.2%	1.0%	0.9%	0.8%
Annual household income level					
Less than €25,000	23.3%	22.0%	22.3%	18.1%	17.5%
€25,000 - €49,999	40.5%	40.0%	39.0%	37.3%	37.5%
€50,000 - €74,999	19.4%	20.8%	20.6%	21.9%	22.8%
More than €74,999	16.9%	17.2%	18.1%	22.7%	22.2%
Education level					
No studies	5.8%	4.0%	5.0%	5.0%	5.0%
Primary education	2.8%	3.1%	2.6%	2.7%	2.6%
Secondary education	21.9%	22.4%	23.0%	22.9%	23.6%
Higher education	69.5%	70.5%	69.4%	69.4%	68.9%



Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who indicate that these factors is "very important" in their choice.

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.